

# Wisconsin Economic Development Corporation



## Agency Dashboard Performance

Q2 FY2017

### Economic Development

#### Businesses served - financial

**Metric Definition:** The number of WEDC financial awards committed to businesses.



Goal Met	Current	Previous	Target	Trend
	50	27	45	

**Reporting Cycle** Quarterly (October 1, 2016 - December 31, 2016)

**Additional Details** Derived from all WEDC programs that provide financial assistance to Wisconsin businesses in FY17. Historical data shows the first half of the year is expected to be lower than the second half.

#### Communities served - financial

**Metric Definition:** The number of WEDC financial awards committed to communities.



Goal Met	Current	Previous	Target	Trend
	11	10	17	

**Reporting Cycle** Quarterly (October 1, 2016 - December 31, 2016)

**Additional Details** Derived from all programs that financially assist Wisconsin communities in FY17.

#### Leveraged investment - expected

**Metric Definition** The ratio of additional investment expected to be leveraged as a result of WEDC's financial commitments.

Goal Met	Current	Previous	Target	Trend
	9 to 1	8 to 1	8 to 1	



**Reporting Cycle** Semiannual (July 1, 2016 - December 31, 2016)

**Additional Details** Project leverage for WEDC programs where leverage is an expected outcome. Using a six-month average paints a more accurate picture due to the significant fluctuations when using shorter timeframes. The expected ratio, expected proportion, and ratio of additional investment leveraged as a result of WEDC's financial commitments.

## Efficient & Effective Services

### Application timeline

**Metric Definition** Average number of calendar days from completed application to contract date.



Goal Met	Current	Previous	Target	Trend
	71	96	60	

**Reporting Cycle** Quarterly (October 1, 2016 - December 31, 2016)

**Additional Details** Metric revised from previous quarters. The definition changed from when the contract was awarded to the contract date. The average number of days from receipt of a completed application to when the contract is executed. It is typical to see significant fluctuations based on factors like complexity of projects and program requirements.

### Loan default rate

**Metric Definition** Percentage of loans in default.

Goal Met	Current	Previous	Target	Trend
	13.3%	9.0%	7.5%	



**Reporting Cycle** Quarterly (October 1, 2016 - December 31, 2016)

**Additional Details** Percentage of loans past due (90+ days) in principal on December 31, 2016. The target of 7.5% is the two-year average of the WEDC loan portfolio. The national average for economic development Revolving Loan Funds are approximately 10% (source: U.S. Department of Commerce, Office of Inspector General).

## Customer Satisfaction

### Website visibility

**Metric Definition** Website sessions.



Goal Met	Current	Previous	Target	Trend
	71,688	75,193	68,750	

**Reporting Cycle** Quarterly (October 1, 2016 - December 31, 2016)

**Additional Details** A session is the period of time a user is actively engaged with your website. All usage data (screen views, events, ecommerce activities) is associated with a session. Our annual target is 275,000.

### Generated leads from marketing

**Metric Definition** Leads generated from marketing activities.

Goal Met	Current	Previous	Target	Trend
	986	486	875	

**Reporting Cycle** Quarterly (October 1, 2016 - December 31, 2016)

**Additional Details** Leads recorded in our customer relationship management system attributable to marketing activities. Our annual target is 3,500. We have reduced our online lead-generation quantity goals for FY17, focusing on increasing the quality of leads gained thorough this channel. However, we've left the total goal the same for the year (3,500) given our projection of leads likely to be generated by WEDC-hosted events.